

## Customized Cooling for a Competitive Edge

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### Explore COOLSHIRT's Tailor-Made System for Professional Driver Cindi Lux

Each motorsports driver has different needs, and fine-tuning everything related to competition, from shocks to tires, helps racers have more success on the track.

Ask Cindi Lux. An experienced driver and race team owner, Lux has garnered 12 road racing championships, more than 81 victories, over 156 podium finishes, and 52 pole positions. She's also the highest starting and finishing driver in SCCA World Challenge GT history.

Most recently, Lux has been competing in the Trans Am Series (TA3), which pits American "gran turismo" cars like Corvettes and Vipers against exotics from across the world.

As accomplished as Lux is, she came to COOLSHIRT with a challenge. Intense temperatures and overheating were causing her fatigue and heat stress during races. She needed a cooling system designed for the way that she competed so that she could stay hydrated, alert, and comfortable behind the wheel.

Lux requested a system that:

- Reduced heat around her shoulders and torso.
- Lasted through the length of the race.
- Would stand up to the high temperatures generated by her Dodge Viper ACR-X racecar.

Lux says, "Racing a Viper, I can experience cockpit temps up to 140 degrees! Trust me, it is extremely tough to focus during a long race if my body and brain are being cooked."

COOLSHIRT met with Lux to plan a custom solution. We pinpointed where she felt cooling would be most beneficial, and then we worked with our design and sewing team to create a product that met these specifications.

COOLSHIRT used a [Pro Air & Water](#) system as the engine for Lux's solution. It delivers blower-enhanced, HEPA-4 filtered air to her helmet, and it pumps temperature-controlled cooled water through her garment, which includes extra tubing in the heat zones. COOLSHIRT modified the engine with a larger pump to cool these areas more effectively.

Lux's experience working with COOLSHIRT? "Talk about superior customer service," she says. "More importantly, they love what they do and it shows. I have seen a huge increase in my ability to focus longer during a race, and my COOLSHIRT is like my helmet now. I don't get into a racecar without it."

See [Cindi Lux's website](#) to learn more about her team and upcoming races. Interested in custom cooling systems and garments? [Contact COOLSHIRT](#) to discuss our solutions.



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